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PTO/SB/21 (08-00)

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<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>	<b>Application Number</b>	09/675,958	
	<b>Filing Date</b>	September 29, 2000	
	<b>First Named Inventor</b>	Laura Lee KUSUMOTO et al.	
	<b>Group Art Unit</b>	3629	
	<b>Examiner Name</b>	Jonathan P. OUELLETTE	
<b>Total Number of Pages in This Submission</b>	5	<b>Attorney Docket Number</b>	43461-201892

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form  <input type="checkbox"/> Fee Attached  <input type="checkbox"/> Amendment / Response  <input type="checkbox"/> After Final  <input type="checkbox"/> Affidavits/declaration(s)  <input type="checkbox"/> Extension of Time Request  <input type="checkbox"/> Express Abandonment Request  <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s)  <input type="checkbox"/> Response to Missing Parts/ Incomplete Application  <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application)  <input type="checkbox"/> Drawing(s)  <input type="checkbox"/> Licensing-related Papers  <input type="checkbox"/> Petition  <input type="checkbox"/> Petition to Convert to a Provisional Application  <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address  <input type="checkbox"/> Terminal Disclaimer  <input type="checkbox"/> Request for Refund  <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group  <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences  <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)  <input type="checkbox"/> Proprietary Information  <input type="checkbox"/> Status Letter  <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):  <b>Letter</b> <b>Application Data Sheet</b>
<b>Remarks</b>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT		
<b>Firm or Individual name</b>	Venable P.O. Box 34385 Washington, D.C. 20043-9998	<b>26694</b>  PATENT TRADEMARK OFFICE
<b>Signature</b>	W. Russell Swindell, Registration No. 50,906	
<b>Date</b>	March 30, 2005	

CERTIFICATE OF MAILING			
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450b on this date: <input type="text"/>			
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**VENABLE**  
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SEND TO: Commissioner for Patents, P. O. Box 1450, Alexandria, 22313-1450.  
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Laura Lee KUSUMOTO et al.

Appl. No. 09/675,958

Confirmation No. 1238

Filed: September 29, 2000

For: SYSTEM AND METHOD FOR  
CONSUMER-SELECTED  
ADVERTISING AND BRANDING IN  
INTERACTIVE MEDIA

Art Unit: 3629

Examiner: Jonathan P. OUELLETTE

Atty. Docket No. 43461-201892

Customer No.

**26694**

PATENT TRADEMARK OFFICE

**LETTER**

Commissioner for Patents  
Post Office Box 1450  
Alexandria, Virginia 22313-1450

Sir:

The enclosed Application Data Sheet is filed to provide the present address of the inventor, Laura Lee KUSUMOTO and to provide the domestic priority information. A Supplemental Declaration with this information was filed on March 17, 2004. In accordance to the information submitted in the attached Application Data Sheet, Applicants request an updated filing receipt.

Respectfully submitted,

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Dated: March 30, 2005

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## **Application Data Sheet**

### **Application Information**

Application Type::	Regular
Subject Matter::	Utility
Suggested Group Art Unit::	N/A
CD-ROM or CD-R?::	None
Sequence submission?::	None
Computer Readable Form (CRF)?::	No
Title::	SYSTEM AND METHOD FOR CONSUMER-SELECTED ADVERTISING AND BRANDING IN INTERACTIVE MEDIA
Attorney Docket Number::	43461-201892
Request for Early Publication?::	No
Request for Non-Publication?::	No
Total Drawing Sheets::	1
Small Entity?::	Yes
Petition included?::	No
Secrecy Order in Parent Appl.?::	No

### **Applicant Information**

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#### **Representative Information**

Representative Customer Number:: 26694

#### **Domestic Priority Information**

Application::	Continuity Type::	Parent Application::	Parent Filing Date::
This Application	Non-provisional of	60/204,179	May 15, 2000

#### **Foreign Priority Information**

Country::	Application Number::	Filing Date::	Priority Claimed::

**Assignee Information**

Assignee name:: IDO Systems Inc.  
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